

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (CURRENTLY AMENDED), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-29 and in accordance with the following:

1. (CURRENTLY AMENDED) A sales support server which is capable of communicating via a network with an estimated price database, ~~in which storing specifications~~ specification information for each of a plurality of vehicles and corresponding estimated prices to be automatically transmitted of the vehicles are stored in association with each other for a plurality of kinds of vehicles, a dealer terminal used by a dealer of vehicles, and a client terminal each other via a network used by a client, the sales support server comprising:

a reception unit ~~which receives to receive~~ specification information specifying specifications for of a vehicle and an estimation request from said client terminal;

a reading unit ~~which reads to read~~ an estimated price to be automatically transmitted of the vehicle from said estimated price database based upon the specification information of the vehicle;

a first transmission unit ~~which sends to send~~ the estimated price to be automatically transmitted read by said reading unit to said client terminal without requesting a dealer estimated price;

a second transmission unit ~~which sends to send~~ the specification information received by said reception unit to said dealer terminal in order to inquire an request the dealer estimated price from said dealer terminal; and

a control unit ~~which, when the estimation request is received by said reception unit, decides to decide~~ whether to send the estimated price to be automatically transmitted stored in said estimated price database to said client terminal via the first transmission unit or to inquire the request the dealer estimated price from said dealer terminal via the second transmission unit, and controls to control accordingly said first transmission unit or said second transmission unit.

2. (CURRENTLY AMENDED) The sales support server according to claim 1, further comprising:

a confirmation unit ~~which confirms with to communicate with~~ said dealer terminal apparatus to confirm whether or not the estimated price ~~to be automatically transmitted read by said~~

~~reading unit may to be presented sent to a said client terminal,~~

wherein, according to a result of confirmation by said confirmation unit, the estimated price ~~to be automatically transmitted~~ is sent to said client terminal by said first transmission unit.

3. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein, ~~in response to an if the~~ estimation request ~~which is received~~ within a predetermined period from ~~an~~ update of the estimated price ~~to be automatically transmitted~~ in said estimated price database, said control unit controls said first transmission unit to send the estimated price ~~to be automatically transmitted~~ ~~stored in said estimated price database~~ to said client terminal.

4. (CURRENTLY AMENDED) The sale support server according to claim 1, wherein said sales support server ~~is capable of communicating~~ communicates with a price information database which stores a market price relating to the vehicle, and said control unit uses the specification information received by said reception unit to read a ~~related market price from said price information database and read an estimated the market price to be automatically transmitted from said estimated price information database and, in the case in which when~~ a difference between the read estimated price ~~to be automatically transmitted~~ and the market price is within a predetermined range, said control unit controls said first transmission unit to send the estimated price ~~to be automatically transmitted~~ stored/retrieved from in said estimated price database to said client terminal.

5. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said reception unit further receives a desired price at which ~~a the~~ client desires to purchase ~~a the~~ vehicle from said client terminal, and

~~in the case in which when~~ the estimated price ~~to be automatically transmitted~~ read from said estimated price database is higher than the desired price ~~received by said reception unit~~, if a difference between the estimated price ~~to be automatically transmitted~~ and the desired price is within a predetermined range, said control unit controls said first transmission unit to send the read estimated price to said client terminal.

6. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said reception unit further receives a desired price at which ~~a the~~ client desires to purchase ~~a the~~ vehicle from said client terminal, and

~~in the case in which when~~ the estimated price ~~to be automatically transmitted~~ read from said

~~estimated price database is higher than the desired price received by said reception unit, if a difference between the estimated price to be automatically transmitted and the desired price is within a predetermined range, said control unit controls said first transmission unit to send the received desired price to said client terminal as an estimated price.~~

7. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said reception unit further receives a desired price at which ~~a~~the client desires to purchase ~~a~~the vehicle from said client terminal, and

~~in the case in which when the desired price received by said reception unit is higher than the estimated price to be automatically transmitted read from said estimated price database, said control unit controls said first transmission unit to send the received desired price to said client terminal as an estimated price.~~

8. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said estimated price database stores ~~the estimated price~~ prices to be automatically transmitted for that correspond to each salesclerk of said dealer,

said reception unit further receives salesclerk information specifying the salesclerk from said client terminal, and

said reading unit reads ~~an the estimated price to be automatically transmitted from said estimated price database based upon the salesclerk information and the specification information.~~

9. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said estimated price database stores ~~an estimated price~~ prices to be automatically transmitted for all different specifications specification information of the vehicle, and

said reading unit reads ~~an the estimated price to be automatically transmitted for the same corresponding to specification information from said estimated price database specifications as specification included in substantially matching~~ the specification information received by said reception unit.

10. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said estimated price database stores an estimated price ~~to be automatically transmitted for specifications of a part of the vehicle, and~~

~~in the case in which an if the estimated price to be automatically transmitted of corresponding to the specification information received by said reception unit is not stored in said estimated price database, said reading unit reads an the estimated price to be automatically transmitted of specifications~~

corresponding to a specification stored in said estimated price database that is close to the specification information.

11. (CURRENTLY AMENDED) The sales support server according to claim 4~~10~~, wherein said ~~estimated price database stores an estimated price to be automatically transmitted for specifications of a part of the vehicle,~~

~~in the case in which an estimated price to be automatically transmitted of the specification information received by said reception unit is not stored in said estimated price database, said reading unit reads an estimated price to be automatically transmitted of specifications close to the specification information, and~~

said control unit corrects the ~~read~~ estimated price to be automatically transmitted and sends the corrected estimated price ~~to be automatically transmitted to said client terminal by said first transmission unit as an estimated price to be automatically transmitted corresponding in response to the specification information received by said reception unit.~~

12. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said sales support server is managed by a manufacturer of the vehicle, and an estimated price ~~to be automatically transmitted included~~ stored in said estimated price database cannot be updated freely by the manufacturer but can be updated only by access from said dealer terminal.

13. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said reception unit further receives client information specifying a client from said client terminal,

said control unit decides whether to send ~~an the estimated price to be automatically transmitted stored in said estimated price database to said client terminal or to inquire~~ request an the dealer estimated price from said dealer terminal according to the client information received by said reception unit, and

~~in the case in which if~~ said control unit decides that said sales support server should inquire to request an the dealer estimated price from said dealer terminal, said second transmission unit sends the client information and the specification information received by said reception unit to said dealer terminal.

14. (CURRENTLY AMENDED) The sales support system according to claim 13, wherein said sales support server ~~is capable of communicating~~ communicates with an automatic reply prohibited client database ~~in which stores client information of clients to whom an estimated price to be automatically transmitted should not be automatically sent are registered, and~~ said control unit ~~refers to inquires whether the client information received by said reception unit is included in~~ said automatic reply prohibited client database and, if the client information received by said reception unit is included in said automatic reply prohibited client database, said control unit decides that the sales support server should inquire an to request the dealer estimated price from said dealer terminal.

15. (CURRENTLY AMENDED) The sales support server according to claim 13, wherein said sales support server ~~is capable of communicating~~ communicates with a number of times of estimation database in which ~~the a number of times estimation is requested requests is stored for each client, and~~ said control unit ~~refers to said number of times of estimation database and, in the case in which a when the client has sent estimation requests more, who has made the estimation request received by said reception unit, requested estimation than a predetermined number of times or more in the past according to the number of times estimation requests stored in said number of times of estimation database, said control unit decides that the sales support server should inquire to request an the dealer estimated price from said dealer terminal.~~

16. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said reception unit is capable of further receiving a comment made by the client, and ~~in the case in which when~~ said reception unit receives the comment, said control unit decides ~~that the sales support server should to inquire request an the dealer~~ estimated price from said dealer terminal.

17. (CURRENTLY AMENDED) The sales support server according to claim 1, wherein said estimated price database stores ~~specifications~~ specification information of a vehicle for a plurality of types of vehicles, an estimated price ~~to be automatically transmitted in selling the corresponding to each vehicle from the plurality of vehicles,~~ and first calculator identification information of a person who has calculated the estimated price ~~to be automatically transmitted associating them with each other~~ corresponding to each vehicle from the plurality of vehicles, said reception unit further receives second calculator identification information of a person who

~~should to~~ calculate an a second estimated price from said client terminal,

said control unit decides whether or not said first calculator identification information corresponding to the estimated price ~~to be automatically transmitted~~ of the specification information received by said reception unit and said second calculator identification information received by said reception unit are different, and

~~in the case in which if~~ said control unit decides that the first calculator identification information and the second calculator identification information are different, said second transmission unit sends the estimated price ~~to be automatically transmitted~~ to said dealer terminal and requests approval on transmitting the estimated price ~~to be automatically transmitted~~ to said client terminal.

18. (CURRENTLY AMENDED) A sales support server which ~~is capable of communicating~~ communicates with an estimated price database, ~~in which storing specifications~~ specification information for a plurality of vehicles and corresponding estimated prices ~~to be automatically transmitted~~ of the vehicles ~~are stored in association with each other for a plurality of kinds of vehicles,~~ a dealer terminal used by a dealer of vehicles, and a client terminal used by a client ~~each other via a network,~~ the sales support server comprising:

reception means ~~which receives for receiving~~ specification information specifying specifications for of a vehicle and an estimation request from said client terminal;

reading means ~~which reads for reading~~ an estimated price ~~to be automatically transmitted~~ from said estimated price database based upon the specification information of the vehicle;

first transmission means ~~which sends for sending~~ the estimated price ~~to be automatically transmitted~~ read by said reading means to said client terminal without requesting a dealer estimated price;

second transmission means ~~which sends for sending~~ the specification information received by said reception means to said dealer terminal in order to ~~inquire an request~~ the dealer estimated price from said dealer terminal; and

control means ~~which, when the estimation request is received by said reception means, decides for deciding~~ whether to send the estimated price ~~to be automatically transmitted~~ ~~stored in said estimated price database to said client terminal or to inquire request~~ the dealer estimated price from said dealer terminal, and ~~controls controlling~~ accordingly said first transmission means or said second transmission means.

19. (CURRENTLY AMENDED) The sales support server according to claim 18, wherein said reception means further receives client information specifying a the client from said client terminal,

said control means decides whether to send ~~an~~the estimated price ~~to be automatically transmitted stored in said estimated price database to said client terminal or to inquire an~~ to request the dealer estimated price from said dealer according to the client information received by said reception means, and

~~in the case in which when~~ said control means decides ~~that said sales support server should inquire an~~ to request the dealer estimated price from said dealer, said second transmission means sends the client information and the specification information received by said reception means to said dealer terminal.

20. (CURRENTLY AMENDED) The sales support server according to claim 18, wherein said reception means is capable of further receiving a comment made by the client, and ~~in the case in which if~~ said reception means receives the comment, said control means decides ~~that the sales support server should inquire~~ to request an the dealer estimated price from said dealer terminal.

21. (CURRENTLY AMENDED) The sales support server according to claim 18, wherein said estimated price database stores ~~specifications~~specification information of a vehicle for a plurality of types of vehicles, ~~an~~corresponding estimated price ~~prices to be automatically transmitted in selling the vehicle,~~ and first calculator identification information of a person who has calculated ~~the~~each estimated price ~~to be automatically transmitted associating them with each other,~~

said reception means further receives second calculator identification information of a person ~~who should to calculate an a second~~ estimated price from said client terminal,

said control means decides whether or not said first calculator identification information ~~corresponding to the estimated price to be automatically transmitted of the specification information received by said reception means and said second calculator identification information received by said reception means~~ are different, and

~~in the case in which if~~ said control means decides that the first calculator identification information and the second calculator identification information are different, said second transmission means sends the estimated price ~~to be automatically transmitted to said dealer terminal and requests approval on transmitting the estimated price to be automatically transmitted to said client terminal.~~

22. (CURRENTLY AMENDED) A sales support system, ~~including~~ comprising:  
a sales support server managed by a manufacturer of vehicles;

a dealer terminal used by a dealer of vehicles;

a client terminal used by a client; and

an estimated price database, in which ~~stores specifications~~ specification information for vehicles and ~~corresponding estimated prices to be automatically transmitted for the vehicles are stored in association with each other for a plurality of kinds of vehicles,~~

wherein the sales support server, the dealer terminal, the client terminal, and the estimated price database are capable of communicating with each other via a network, ~~wherein~~ and said sales support server comprises:

a reception unit ~~which receives to receive~~ specification information specifying specifications for of a vehicle and an estimation request from said client terminal;

a reading unit ~~which reads to read~~ an estimated price to be automatically transmitted from said estimated price database based upon the specification information of the vehicle;

a first transmission unit ~~which sends to send~~ the estimated price to be automatically transmitted read by said reading unit to said client terminal without requesting a dealer estimated price;

a second transmission unit ~~which sends to send~~ the specification information received by said reception unit to said dealer terminal in order to ~~inquire an~~ request the dealer estimated price from said dealer terminal; and

a control unit ~~which, when the estimation request is received by said reception unit, decides to decide~~ whether to send the estimated price to be automatically transmitted stored in said estimated price database to said client terminal or to inquire request the dealer estimated price from said dealer, and ~~controls to control accordingly~~ said first transmission unit or said second transmission unit.

23. (CURRENTLY AMENDED) The sales support system according to claim 22, wherein said reception unit further receives client information specifying a client from said client terminal,

said control unit decides whether to send ~~an the~~ estimated price to be automatically transmitted stored in said estimated price database to said client terminal or to inquire request an the dealer estimated price from said dealer according to the client information received by said reception unit, and

~~in the case in which if~~ said control unit decides that said sales support server should to inquire request an the dealer estimated price from said dealer terminal, said second transmission unit sends the client information and the specification information received by said reception unit to said dealer



terminal.

24. (CURRENTLY AMENDED) The sales support system according to claim 22, the ~~sales support server according to claim 1,~~

wherein said reception unit is capable of further receiving a comment made by the client, and in ~~the case in which if~~ said reception unit receives the comment, said control unit decides ~~that the sales support server should to inquire request an the dealer~~ estimated price from said dealer terminal.

25. (CURRENTLY AMENDED) The sales support system according to claim 22, wherein said estimated price database stores ~~different specifications~~specification information of a vehicle for a plurality of types of vehicles, corresponding an estimated price ~~prices to be automatically transmitted in selling the vehicle,~~ and corresponding first calculator identification information of a person who has calculated ~~the each~~ estimated price ~~to be automatically transmitted associating them with each other,~~

said reception unit further receives second calculator identification information of a person ~~who should to~~ calculate an a second estimated price from said client terminal,

said control unit decides whether or not said first calculator identification information ~~corresponding to the estimated price to be automatically transmitted of the specification information received by said reception unit and said second calculator identification information received by said reception unit~~ are different, and

~~in the case in which if~~ said control unit decides that the first calculator identification information and the second calculator identification information are different, said second transmission unit sends the estimated price ~~to be automatically transmitted to said dealer terminal and requests approval on transmitting the estimated price to be automatically transmitted to said client terminal.~~

26. (CURRENTLY AMENDED) A sales support method ~~which uses to be performed by a sales support server managed by a manufacturer of vehicles, the sales support server communicating with a dealer terminal used by a dealer of vehicles, a client terminal used by a client, and an estimated price database in which stores specifications~~specification information for vehicles and corresponding estimated prices ~~to be automatically transmitted for of the vehicles are stored in association with each other for a plurality of kinds of vehicles,~~ the sales support method comprising:

~~a reception step in which said sales support server receives~~receiving specification information ~~specifying specifications for a vehicle and an estimation request from said client terminal;~~

~~a decision step of, when the estimation request is received in the reception step, deciding whether to send an estimated price to be automatically transmitted stored in said estimated price database to said client terminal or to inquire request an a dealer estimated price from said dealer terminal;~~

~~a first transmission transmitting step of, if it is decided in said decision step to send the estimated price to be automatically transmitted stored in said estimated price database to said client terminal, which includes reading the estimated price to be automatically transmitted from said estimated price database based upon the specification information received in said reception step of the vehicle and sending the estimated price to said client terminal if it is decided to send the estimated price to the client terminal; and~~

~~a second transmission transmitting step of, if it is decided in said decision step to inquire the estimated price from said dealer, which includes sending the specification information received in said reception step of the vehicle to said dealer terminal, receiving the dealer estimated price from said dealer terminal, and sending the dealer estimated price to said client terminal if it is decided to send the dealer estimated price to the client terminal.~~

27. (CURRENTLY AMENDED) The sales support method according to claim 26, wherein, in ~~said reception step, the receiving~~, client information specifying a client is received from said client terminal,

~~in said decision step, it is decided the deciding whether to send an estimated price to be automatically transmitted stored in said estimated price database to said client terminal or to inquire an estimated price from said dealer is performed according to the client information received in said reception step, and~~

~~in said second transmission step, in the case in which it is decided in said decision step said sales support server should inquire an estimated price from said dealer, in the second transmitting, the client information and the specification information received in said reception step are sent to said dealer terminal.~~

28. (CURRENTLY AMENDED) The sales support method according to claim 26, wherein, in ~~said reception step the receiving~~, a comment made by the client can be further received from said client terminal, and

~~in said decision step the deciding, in the case in which if the comment is has been received in said reception step the receiving, it is decided that said sales support server should inquire an the dealer estimated price is requested from said dealer terminal.~~

29. (CURRENTLY AMENDED) The sales support method according to claim 26, wherein said estimated price database stores different specifications~~specification information~~ of a vehicle for a plurality of ~~types of vehicles~~, corresponding an estimated price~~prices to be automatically transmitted in selling the vehicle~~, and first calculator identification information of a person who has calculated ~~the each estimated price to be automatically transmitted associating them with each other~~,

in said ~~reception step~~receiving, second calculator identification information of a person ~~who should to calculate an a second~~ estimated price is further received from said client terminal,

in said ~~decision step~~deciding, it is decided whether or not said first calculator identification information ~~corresponding to the estimated price to be automatically transmitted of the specification information received in said reception step~~ and said second calculator identification information received ~~in said reception step~~ are different, and

in said ~~second transmission transmitting step~~, ~~in the case in which if it is decided in said decision step that the first calculator identification information and the second calculator identification information are~~ have been determined to be different, the estimated price ~~to be automatically transmitted~~ is sent to said dealer terminal and approval on transmitting the estimated price ~~to be automatically transmitted to said client terminal~~ is requested.